FILE

APR 1 1946

FASHION CALENDAR

SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.
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FRANCES HUGHES, *Editor*
44 WEST 52nd STREET

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NEW YORK 19, N.Y.

ELdorado 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING FRIDAY, MARCH 29, 1946

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Friday March 29 7:30 P.M. Dinner	PLASTICS FASHION SHOW AND DINNER-DANCE	SOCIETY OF PLASTICS ENGINEERS	ESSEX HOUSE NEWARK, N.J.

Kresge-Newark will present a Plastics Fashion Show at a dinner-dance sponsored by the Society of Plastics Engineers. The fashion show, at 9:00 P.M., will include plastic hats, jewelry, bags, dresses, raincoats, umbrellas, playclothes, bathing suits, etc. There will also be an exhibit of household plastic products. Tickets: $5.00. Contact: Mr. A. J. Warner, Mitchell 3-0527. Publicity: Marie R. Guthrie, Mitchell 2-8000, Ext. 474.

Beginning Friday March 29	TEEN-AGE FASHIONS ON DISPLAY	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET

Teen-age styles represented in a group of Spring clothes designed by 13-to-19-year old students at Traphagen for presentation in the "Movie Stars Parade" magazine's fashion show. Open to public 9:00 A.M. to 9:00 P.M. Contact: Dorothy Tyroler, CO. 5-2077.

Friday March 29	EXHIBITION: ANCIENT EGYPTIAN ART	METROPOLITAN MUSEUM OF ART	FIRST FLOOR NORTH GALLERIES

A panorama of Egyptian art, civilization and religion during 4000 years, showing much that has not been seen since the beginning of the war. Open to public. Publicity: Charlotte Hughes, RH. 4-7690.

Friday March 29	NEWSSTAND DATE: APRIL MADEMOISELLE	MADEMOISELLE MAGAZINE	NEWSSTANDS

BRIDES are the theme of the forthcoming April issue of Mademoiselle, in which all their interests will be discussed, and new bridal fashions shown.

Saturday March 30 10:30 A.M.	TEEN-AGE EASTER FASHION SHOW	THE NAMM STORE (BROOKLYN)	5TH FLOOR AUDITORIUM

Easter fashion show for Namm's All Girls Club, featuring gay, Spring teen-age clothes. Guest celebrities: Monica Lewis, singer; Ray McKinley, orchestra leader. Open to public. Publicity: Marion Barnet, TR. 5-5700, Ext. 76

Sunday March 31 8:30 P.M.	FORUM DISCUSSION: "A FREE PRESS"	N.Y. NEWSPAPER WOMEN'S CLUB	TOWN HALL 123 WEST 43RD ST.

Speakers at annual public forum include: William B. Benton, Asst. Secy. of State; Elisabeth May Craig, Washington Correspondent for the Guy P. Gannett chain of papers in Maine; and Arthur Hays Sulzberger, publisher, N.Y. Times. Subject: "A Free Press, Its Responsibilities, Its Handicaps, Its Future Role." Chairman: Edith Barber, N.Y. Sun, President of the Club. Tickets: $1.20 to $2.40. Proceeds for Club's Educational Fund. Contact: N.Y. Newspaper Women's Club, Hotel Biltmore, MU. 4-9120.

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE

WEEK BEGINNING MONDAY, APRIL 1, 1946

April 1 APRIL FOOL'S DAY (Monday)

Monday April 1	PREVIEW: SPRING AND SUMMER ACCESSORIES	LORD & TAYLOR 424 FIFTH AVE.	3RD FLOOR CORRIDOR

10:00 A.M. Accessories, "the magic touch for beautiful clothes," gathered into one collection by Lord & Taylor, featuring belts, bags, jewels, umbrellas, gloves, gilets, shoes -- will be set in a new type of display. There will also be a new plastic mannequin for the Exhibit. Press invited at 10:00 A.M. Monday, April 1. Open to public all week. Publicity: Alice Johnston Rankin, WI. 7-3300.

Monday April 1	SPRING LUNCHEON FASHION PRESENTATION	THE TAILORED WOMAN 742 FIFTH AVENUE	ST. REGIS HOTEL IRIDIUM ROOM

1:00 P.M. Luncheon showing of complete Spring fashions for misses and women, from classic daytime wear to evening clothes. Also, new accessories, including bags, jewelry, hats, and gloves. Tailored Woman Publicity: Belle Irene Gillis, PL. 5-2500. St. Regis Fashion Publicity: Mary Alice Rice, PL. 3-4500 or CI. 6-1790.

Monday April 1	CALIFORNIA COBBLERS DANCE FASHION SHOW	COBBLERS, INC. CALIFORNIA	HOTEL ROOSEVELT HENDRIK HUDSON ROOM

5:30 P.M. Cocktails California Cobblers present Steffi Nossen and her Teen Age Dance Workshop in a ballet-showing of the new Fall Cobblers, gay, casual shoes "for little girls and big ones," featuring young, fresh ideas in a unique dance presentation. Attendance by invitation. Publicity for Cobblers: West-Markey, Inc., Los Angeles. Cobblers N.Y. office: LO. 5-1368. Publicity for Steffi Nossen: Hope Maxwell, PL. 3-0566 or Larchmont 2-0785.

Week Of April 1	ADVANCE FALL SHOWINGS GUILD SHOE LINES	THE GUILD OF BETTER SHOE MANUFACTURERS	INDIVIDUAL SHOWROOMS SHOE MANUFACTURERS

Third in Guild schedule of five annual openings with advance Fall showings of shoes for June and July delivery, months when stores present first Fall shoes. Members of the Guild of Better Shoe Manufacturers include: CANGEMI, INC.; DELMAN, INC.; FOX SHOE MFG. CORP.; JERRO BROS.; MACKEY-STARR, INC.; MARINO; I. MILLER & SONS, INC.; NEWTON ELKIN SHOE CO.; PALTER DELISO INC.; SCHWARTZ & BENJAMIN, INC.; THOMAS CORT LTD.; VAN ARDEN SHOE CO.; W. WOLF SONS, INC.; MORRIS WOLOCK; ZUCKERMAN & FOX, INC. Contact: Kate Goldstein Kamen, Exec. Secy., 875 Fifth Avenue, RE. 4-4888.

Tuesday April 2	PREVIEW & RECEPTION: GAUGUIN EXHIBITION	N. Y. INFIRMARY FOR WOMEN AND CHILDREN	WILDENSTEIN GALLERIES 19 EAST 64TH STREET

10:00 A.M. Loan exhibition of Gauguin's paintings for benefit of N.Y. Infirmary for Women and Children, with press preview on April 2, by invitation only. Exhibit will remain open for five weeks at 60¢ admission beginning April 4. Patronesses include: Mrs. Frank A. Vanderlip, Mrs. George U. Harris, Mrs. Wendell Willkie, Mrs. Winthrop W. Aldrich, Mrs. Walter Hoving, Mrs. Ottavio Prochet, Mrs. William Church Osborn, Mrs. J. Cheever Cowdin, Mrs. Eugene W. Ong, Mrs. W. Averell Harriman, Mrs. Cornelius Dresselhuys, Mrs. William A. Blount, Mrs. Busch Greenough, Mrs. Edward F. Hutton, Mrs. Samuel A. Lewisohn, Mrs. John A. Morris, Mrs. Harold E. Talbott, Mrs. Robert L. Dodge, Mrs. Jere W. Lord, Mrs. James Russell Lowell, Mrs. Elisha Walker, Jr., Mrs. Roy W. Howard and Mrs. David Sarnoff. Contact: Wildenstein Galleries, RE. 4-3300.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday April 2- April 20 10:00 A.M.- 6:00 P.M.	TWENTY-FIFTH ANNUAL NATIONAL EXHIBITION	ART DIRECTORS CLUB	ROCKEFELLER CENTER 630 FIFTH AVENUE
	Exhibition of the year's selections of the best Advertising and Editorial Art, divided into 3 major parts: Design of Complete Unit; Art; and Reproduction. Awards luncheon on Monday, April 1. Contact: Winifred Karn, Art Directors Club, 115 East 40th St., CA. 5-8400 or CA. 5-4340.		
Tuesday April 2 11:00 A.M.	~~PRESS PREVIEW~~ FASHION SIGHTSEEING	I. J. FOX	5TH AVE. & 36TH ST. THIRD FLOOR
	CANCELLED Special press showing of Spring suits, coats and furs, with accessories. Entire collection dedicated to famous spots in New York favored by Easter Paraders. Attendance by invitation. Publicity: Rhoda Friedman, Bert Nevins Associates, WI. 7-9715.		
Tuesday April 2 1:00 P.M. Luncheon	CUSTOM-MADE DRESSES AND MILLINERY	MIRIAM LANDEY 22 EAST 65TH ST.	RITZ CARLTON HOTEL OVAL ROOM
	Spring collection of custom-made dresses, featuring pure silk prints, and new millinery, presented during luncheon. Open to public. Press by invitation. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.		
Tuesday April 2- April 3 3:00 P.M.	"LUXABLE FASHIONS ON PARADE"	THE NAMM STORE BROOKLYN	COLONIAL ROOM THIRD FLOOR
	"Add spice to your life with luxables"--a fashion show of Spring and Summer clothes you can make yourself. Open to public. Publicity: Marion Barnet, TR. 5-5700, Ext. 76.		
Tuesday April 2 7:00 P.M. Dinner	DINNER AND FUR FASHION SHOW	FLUID FIT FURS 135 WEST 29TH ST.	GOV. CLINTON HOTEL GOVERNOR ROOM
	"A Night of Magic" -- new Fall coats and fur styles by Fluid Fit Furs. Also to be presented again on Tuesday, April 9, at 7:00 P.M. Attendance by invitation. Fashion show director: Mary Alice Rice, CI. 6-1790 or PL. 3-4500.		
Tuesday April 2- April 5	SEVENTEENTH ANNUAL PACKAGING EXPOSITION	AMERICAN MANAGEMENT ASSOCIATION, INC.	ATLANTIC CITY, N.J. AUDITORIUM
	Packaging Exposition of 1946 and conference on packaging, packing, and shipping. Over 140 exhibitors will show. Contact: American Management Assn., 330 West 42nd Street, BR. 9-6055.		
Wednesday April 3 1:00 P.M. Luncheon	SPRING MILLINERY AT LUNCHEON SHOW	DOBBS	WALDORF-ASTORIA SERT ROOM
	"From Dawn To Dark, It's The Dobbs"--introducing two new colors in felt hats and also showing straw millinery for Spring and Summer. Open to public. Press by invitation. For reservations, contact: "Frank", Sert Room headwaiter, EL. 5-3000. Publicity: Rita McNamara, Abbott Kimball Co., PL. 3-9600. Waldorf Publicity: Ted Saucier, EL. 5-3000.		
Wednesday April 3 3:30 P.M.	BENEFIT FASHION PRESENTATION	MARTIN'S BROOKLYN	WALDORF-ASTORIA GRAND BALLROOM
	Fashion show for benefit of Morris Solomon Sunshine Fund, showing clothes for sophisticated misses, junior misses, teen-agers, and pigtailers. Dressmaker suits, sportswear, toppers, soft prints, negligees, and accessories will be shown. Publicity: Stella Doern, TR. 5-3100, Ext. 45.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday April 3 4:00 P.M. Cocktails	FASHION SHOWING OF WOOL JERSEY SUITS	MME. BERY OF LONDON 3 VERE ST. (London)	WALDORF-ASTORIA PERROQUET SUITE

Mme. Bery will present 30 suit models made of wool jersey in plain and checked patterns, with many reversible jerseys in interesting designs at a fashion show cocktail party. These are British materials in London fashions suitable for year-round wear, with or without blouses. Attendance by invitation only. Contact: Mme. Bery, EL. 5-3000, Ext. 1375.

Wednesday April 3	NEWSSTAND DATE: "DEB" MAGAZINE	W. M. COTTON (IDEAL WOMEN'S GROUP)	295 MADISON AVENUE NEW YORK CITY 17

New magazine for very young women, with material on fashion and beauty, geared to a young viewpoint by editor Tess Buxton, formerly editor of "Design For Living". Also career advice, data on dates, entertainment, fiction, and general information for young readers. Fashion Editor: Lillian Lang. Beauty Editor: Virginia Vincent. Food Editor: Demetria Taylor. Price: $.25 a copy.

Thursday April 4 12:15 P.M. Luncheon	BUYERS' BOARD LUNCHEON MEETINGS	WOMEN'S REPORTER (EMPIRE STATE BLDG.)	EMPIRE STATE BLDG. 21ST FLOOR

Discussions for buyers during luncheon: Thurs., April 4 -- "Better Dresses"; Thurs., April 11 -- "Teen-age Departments"; Thurs., April 18 -- "Hosiery". Publicity: Nancy Copeland, WI. 7-2790.

Thursday April 4 3:00 P.M.	LECTURE: "GREASE PAINT AND PRINTER'S INK"	N. Y. COMMITTEE FRONTIER NURSING SERVICE	N. Y. JUNIOR LEAGUE 221 EAST 71ST STREET

John Mason Brown, dramatic critic, "Saturday Review of Literature", will speak at the 15th annual benefit for the N. Y. Committee, Frontier Nursing Service. Tickets: $3.00. Contact: Mrs. Breck P. McAllister, RE. 4-6831. Publicity: Ann R. Silver Associates, MU. 2-8633.

Thursday April 4 4:00 P.M.	FATHER AND SON WOOLEN PRESENTATION	ARNOLD CONSTABLE 5TH AVE. AT 40TH ST.	6TH FLOOR

In cooperation with the American Woolen Company, Arnold Constable will have a father and son presentation of woolen jackets, suits, and slacks. Models will be made up to resemble Bing Crosby and his four sons. Press by invitation. Publicity: Gerry Morgan, CA. 5-2300, Ext. 202.

Friday April 5 2:00 P.M. Cocktails	PREVIEW: NATIONAL AVIATION SHOW	AVIATORS' POST 743 AMERICAN LEGION	GRAND CENTRAL PALACE 480 LEXINGTON AVENUE

Invitation preview for press and army officials of New York's first National Aviation Show since 1937, under management of the United Expositions Corporation. Net proceeds to Army Air Forces Aid Society. Six Samuel Goldwyn girls, featured in "The Kid From Brooklyn", will model fashions by Macy's, showing clothes that can be worn for air travel and on to other activities. Show opens at 5:00 P.M., April 5, and remains through April 13, from 11:00 A.M. to 10:30 P.M. Features include: display of U. S. air equipment and equipment captured from Germany and Japan; the P-80 Shooting Star (its first N. Y. exhibition); robot bombs; German and Jap planes; radio-directed planes; demonstrations of radar; "black light"; television, etc. Also, many new personal planes and accessories. Admission: $1.25 (including tax). Publicity: Frank Johnson, WI. 2-4000, Parlor C.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Friday April 5 7:00 P.M. Dinner	"SPRINGTIME AT THE WALDORF" DINNER-DANCE	ADVERTISING WOMEN OF NEW YORK INC.	WALDORF-ASTORIA GRAND BALLROOM
	Dinner-dance with proceeds to be used for veterans' service activities. Features include live model advertising displays, souvenirs, and door and table prizes. Caroline Hood, president of the club and public relations director of Rockefeller Center, will preside at the dinner. Tickets: $12.50 per person. Contact: Eugenie Stamler, 47 West 34th St., WI. 7-5648. Publicity: Alice Drew, Public Relations Chairman, WI. 7-5648.		
Saturday April 6 11:00 A.M.	TEEN-AGE FASHION SHOW AND MOVIE	ABRAHAM & STRAUS BROOKLYN	ACADEMY OF MUSIC LAFAYETTE STREET
	Easter and Summer teen-age fashions, featuring the theme of "Seventeen" Magazine's April issue: "Boy Meets Girl". Also, Ann Delafield's teen-age "Fit and Fair" movie and a talk by Miss Delafield (director of DuBarry Success School) on good grooming and posture. Open to public. Publicity: Janet Stevenson, TR. 5-7200, Ext. 321.		
Saturday April 6 11:00 A.M.; 2:00 P.M.	"CALLING ALL GIRLS" FASHION SHOW	GIMBEL BROTHERS	5TH FLOOR
	Spring and Summer fashions and Easter outfits from Gimbel's high school shop will be presented at a "Calling All Girls" fashion show. Six Goldwyn Girls from the forthcoming Danny Kaye movie "The Kid From Brooklyn" (Samuel Goldwyn-RKO Radio Release) will be guests. Commentator: Nancy Pepper, Editor, "Calling All Girls" Magazine. Open to public. Publicity: Edith Jordan, PE. 6-5100, Ext. 600.		
Monday April 8 1:00 P.M. Luncheon	"MASTERPIECES OF FASHION" AT LUNCHEON	FARQUHARSON & WHEELOCK 23 WEST 57TH STREET	ST. REGIS HOTEL IRIDIUM ROOM
	New prints, laces, and sheers in daytime and evening custom-made fashions will be presented during luncheon. Also, special diamond jewelry, hidden during the war, will be presented by Charles Walker of Petit Musee Ltd. Fashion Show Director and Publicity: Mary Alice Rice, PL. 3-4500.		
Monday April 8 4:00 P.M. Cocktails	PRESS PREVIEW: BRONZES BY HARRIET FRISHMUTH	BLACK, STARR & GORHAM	5TH AVE. AT 48TH ST. SECOND FLOOR
	The press has been invited to see a "Garden of Bronzes" and to meet Harriet Frishmuth, a contemporary sculptress. Bronze statuary by Miss Frishmuth, both table size and large outdoor pieces, will be shown in a garden glade, supplied by Trepel Florists, from a design by Mrs. Laura Coughlan, Display Director of Black, Starr & Gorham. One bronze piece will be shown in a fountain of running water; there will also be many figures of dancers, for which the artist is best known. Preview on April 8, by invitation only. Open to public from April 9 to April 20. Contact: Elizabeth Sneden, Advertising Manager, BR. 9-5300.		
Monday April 8- April 13	FLOWER SHOW WITH WALTER WILSON POTTERY	KRESGE-NEWARK 715 BROAD ST.	SIXTH FLOOR
	California flowers, flown from the West Coast, will be displayed in Walter Wilson pottery at Kresge-Newark. Open to public. Publicity: Marie R. Guthrie, Mitchell 2-8000, Ext. 474.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday April 8 8:00 P.M.	FALL FASHIONS AT BOSTON SHOE SHOW	NEW ENGLAND SHOE AND LEATHER ASSN	HOTEL STATLER GRAND BALLROOM
	Promenade of correlated styles in Fall shoes and apparel as part of the shoe association's market week in Boston. New Fall fashions for sports, resort, daytime, cocktail and evening wear, created by outstanding American designers; and many new fabrics will be shown for the first time. Producer and commentator: Adelaide Hawley, WEAF-NBC and News of the Day commentator. Nancy Pepper, fashion editor "Calling All Girls" Magazine, will present teen-age fashions. O. E. Schoeffler, fashion editor, Esquire, will present men's fashions. Publicity: Jane Ellis, MU. 2-0408.		
Tuesday April 9 1:00 P.M. Luncheon	SPRING AND SUMMER COTTON FASHION SHOW	THE COTTON SHOP	RITZ CARLTON HOTEL OVAL ROOM
	New cottons and play clothes for Spring and Summer will be presented during luncheon by Zachary Bogart's Cotton Shop. Open to public. Press by invitation. Publicity for Cotton Shop: Rosemary Sheehan, CI. 7-8060. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.		
Cancelled Wednesday April 10	THE LUNCHEON-FASHION SHOW OF MADAME ET LA JEUNE FILLE, ORIGINALLY SCHEDULED FOR WEDNESDAY, APRIL 10TH, IN THE SERT ROOM OF THE WALDORF-ASTORIA, HAS BEEN POSTPONED UNTIL THE FOLLOWING WEEK, WEDNESDAY, APRIL 17TH. THERE WILL BE NO SHOW IN THE SERT ROOM ON APRIL 10TH.		
Thursday April 11 4:00 P.M. Cocktails	FUR FASHION SHOW WITHOUT FURS	HARRY JAY TREU, INC.	147 WEST 35TH STREET SHOWROOM
	Fur remodeling specialist Harry Jay Treu will present "A Fur Fashion Show Without Furs", featuring newest styles in Canvases. Also, a tour through the factories to show remodeling processes, and a talk on "The Care of Furs". Attendance by invitation. Contact: Harry Jay Treu, LA. 4-6788.		
Thursday April 11- April 12 4:30 P.M.- 6:30 P.M. Cocktails	PRESS PREVIEW: FASHIONS IN "SYNTILITE"	PLASTIC FILM CORP.	HAMPSHIRE HOUSE COTTAGE
	First fashion showing of apparel and home furnishings in "Syntilite", the film with texture. Attendance by invitation. This showing will be presented to the trade on Friday, April 12, at 4:30 P.M. Publicity: Christine Ecker, John A. Cairns & Co. Inc., AL. 4-7262.		
April 14	HOLY WEEK (April 14-April 20)		
April 14	PALM SUNDAY		
April 15	NO LUNCHEON FASHION SHOW AT ST. REGIS HOTEL DURING HOLY WEEK.		
April 15	PASSOVER, AT SUNSET (Monday)		
April 15	STATE INCOME TAX DUE (Monday)		
April 16	NO LUNCHEON FASHION SHOW AT RITZ CARLTON HOTEL DURING HOLY WEEK.		
Wednesday April 17 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION	MADAME ET LA JEUNE FILLE	WALDORF-ASTORIA SERT ROOM
	Spring and summer fashions at a luncheon showing. Open to public. Press by invitation. For reservations, contact: "Frank", Sert Room headwaiter, EL. 5-3000. Contact: Madame Et La Jeune Fille, PL. 3-1085. Waldorf Publicity: Ted Saucier, EL. 5-3000.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday April 17 3:00 P.M.	SUMMER FASHIONS BY HENRY ROSENFELD	RUSSEKS FIFTH AVENUE	7TH FLOOR
	New, colorful fashions for Summer by Henry Rosenfeld will be presented at Russeks. Open to public. Publicity: Helen Moran, WI. 7-1900.		
April 21	EASTER SUNDAY		
Monday April 22 1:00 P.M. Luncheon	MILLINERY LUNCHEON FASHION SHOW	ROSE SAPHIRE HATS 501 MADISON AVE.	ST. REGIS HOTEL IRIDIUM ROOM
	Spring and Summer millinery luncheon showing by Rose Saphire, featuring hats inspired by the Danny Kaye movie "The Kid From Brooklyn" (Samuel Goldwyn-RKO Radio Movie). Six of the Goldwyn Girls who appear in the movie will model the hats. Open to public. Press by invitation. Show arranged by Mary Alice Rice, CI. 6-1790 or PL. 3-4500.		
Monday April 22- April 27	FIRST NATIONAL PLASTICS EXPOSITION	SOCIETY OF THE PLASTICS INDUSTRY	GRAND CENTRAL PALACE 480 LEXINGTON AVENUE
	Plastics developments in fabrics, home furnishings, office equipment, toys, building materials, electrical devices, etc. will be presented in a pageant of the 200 companies of the plastics industry, depicting the development of the finished product from its basic raw stage. Open to trade and press, by invitation only, for first three days. Contact: Society of the Plastics Industry, 295 Madison Avenue. Last three days, open to public. Admission: $1.20, including tax. Publicity: Ed Greif, PL.8-0535.		
Tuesday April 23 9:30 A.M. Breakfast	HOSIERY PREVIEW AT EASTER BREAKFAST	ROMAN STRIPE HOSIERY	HAMPSHIRE HOUSE COTTAGE
	The press has been invited to a Roman Stripe Hosiery Easter Breakfast, where new colors and designs in Nylon hosiery will be introduced. Attendance by invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.		
Tuesday April 23 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW	MACY'S LITTLE SHOP	RITZ CARLTON HOTEL OVAL ROOM
	Macy's Little Shop will present Spring fashions at a luncheon showing. Open to public. Press by invitation Ritz Publicity: Marion Morrison, PL. 3-4600. Macy's Publicity: Nan Higgins, CH. 4-2000, Ext. 2431.		
Wednesday April 24 1:00 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOW	RITTER BROS. INC. 224 WEST 30TH ST.	WALDORF-ASTORIA SERT ROOM
	Presentation of furs by Ritter Bros. during luncheon. Open to public. Press by invitation. For reservations, contact "Frank", Sert Room headwaiter. Publicity: Claire Wolff, LO. 5-5978. Waldorf Publicity: Ted Saucier, EL. 5-3000.		
Wednesday April 24 2:00 P.M.- 5:00 P.M.	PREVIEW: "DRESSING FOR THE BALL"	MUSUEM OF CITY OF NEW YORK	5TH AVE., BETWEEN 103RD & 104TH STS.
	Special exhibition, sponsored by the Women's Committee and arranged by Miss Isabelle Miller, Curator of Costumes, to show what women wore under their dresses from the 18th century to the early 20th. Included are: quilted petticoats; thin mull Empire-style slips; heavy embroidered underskirts; bustle petticoats with flounces; short flannel underskirts, and Floradora silk petticoats of flounces, laces, and ribbons. Attendance by invitation, with a private preview for members and friends on April 25. Open to public on Friday, April 26. Publicity: Jerome I. Smith, LE. 4-1672.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday April 24 4:00 P.M. Cocktails	"THE POT O' GOLD" RAINWEAR SHOW	AQUATOGS	THE RAINBOW ROOM ROCKEFELLER PLAZA

Aquatogs will present "The Pot O' Gold" in the Rainbow Room, showing rainwear for the entire family--mother, dad, and the children--in many new styles and fabrics. By invitation only. Publ.: Rosemary Sheehan, CI. 7-8060.

April 28 DAYLIGHT SAVING TIME BEGINS (Sunday)

Tuesday April 30 4:30 P.M.	PRESS PREVIEW: "BEACH GAZETTE"	FRANCES SIDER	1384 BROADWAY SHOWROOM

"Beach Gazette" -- preview of Frances Sider's new beachwear and playclothes at a Pink Champagne Party for the press. This promotion will be exclusive with Saks Fifth Avenue. Attendance by invitation. Publicity: Mildred Kaldor, BR. 9-9399.

May 1 CHILD HEALTH DAY (Wednesday)

Wednesday May 1	"THEATRE DE LA MODE" MINIATURE FANTASY	AMERICAN RELIEF FOR FRANCE	WHITELAW REID HOUSE 451 MADISON AVENUE

Almost 200 doll mannequins, completely costumed in the latest Paris fashions by 150 couturiers of the Chambre Syndicate de la Couture, milliners, accessory designers, furriers, and jewelers, will be presented in a series of "tableaux vivants", miniature stage settings designed by noted painters and scenic designers. Eighteen of the miniature mannequins will wear precious jewelry made to scale, containing millions of tiny stones, including diamonds no larger than grains of sand. Jewelers represented will be: Bainin, Boucheron, Bry, Cartier et Cie, Chaumet, Dusaussoy, Fontana, Mauboussin, Mellerio, Regnier, Van Cleef & Arpels, and Vever. Paris fashion personalities flying over for the opening include: Lucien Lelong, Honorary President, Paris Couture Syndicate (He will arrive about April 25 and will stay at the St. Regis Hotel); Jean Gaumont of the Maison Jeanne Lanvin, and President of La Chambre Syndicate de La Couture; and Raymond Barbas, Chmn. of Export Committee. Others tentatively listed are: Wladzio d'Attainville, (director of Balenciaga); Philippe Becquart of Bruyere; Roger Worth and Georgette Renal; Rose Valois (milliner); Guillaume (coiffure); and M. Scheffer (of Mabille, accessories). After a Premiere (by invitation only) on May 1, "Le Theatre de La Mode" will be open to the public for about 2 months, 11:00 A.M. to 10:00 P.M., in the Whitelaw Reid House, which has been lent for the purpose by Coty, Inc. Admission: $1.20 (including tax). Publicity: "Theatre de La Mode", 451 Madison Avenue, EL. 5-1824.

Wednesday May 1- May 15	OPENINGS: CALIFORNIA FALL LINES	CALIFORNIA SPORTSWEAR GUILD	LOS ANGELES CALIFORNIA

Showings will be in individual showrooms on the following dates: May 1 -- W. J. Schminke & Associates; May 10 -- Connie Foster; May 10-15 -- De De Johnson; May 15 -- Tabak of California, Dan Gertzman Hi-Style of California, Morris Nagel, Versatogs, Lou Kornhandler, Western Fashions and Murray Goldstein; May 15-25 -- Agnes Barrett. Contact: Murray Goldstein, Chairman.

Tuesday May 7 12:30 P.M. Luncheon	"SWEET TOOTH SET" FASHION PREVIEW	SALLY MASON INC.	498 SEVENTH AVENUE 9TH FLOOR

Press preview of Sally Mason's new blouses and jumpers, featuring Chubby Teens in addition to regular girls' sizes. Attendance by invitation. Publicity: Mildred Kaldor, BR. 9-9399.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday May 7 4:00 P.M.- 6:00 P.M. Tea	MILLINERY FASHION PRESENTATION	MILLINERY CREATORS GUILD, INC.	HOTEL PIERRE COTILLION ROOM
	The Millinery Creators' Guild will issue invitations for their showing of millinery by the following exhibitors: Bernice-Charles, Harryson Hats, G. Howard Hodge, Milgrim Hats, Inc., Edgar J. Lorie, Inc., Germaine Montabert, Inc., Jeanne Tete, Inc., and Vogue Hats-Garfunkel Makers, Inc. Attendance strictly by invitation. Publicity: Ruth Weintraub, PL. 3-2116.		
Wednesday May 8 1:00 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOWING	ARNOLD CONSTABLE	WALDORF-ASTORIA SERT ROOM
	Arnold Constable will present summer fashions during luncheon. Open to public. Press by invitation. Arnold Constable Publicity: Gerry Morgan, CA. 5-2300, Ext. 202. Waldorf Astoria Publicity: Ted Saucier, EL. 5-3000.		
Wednesday May 8 4:30 P.M. Cocktails	HAIR STYLES FOR JUNE WEDDINGS	GURO 441 MADISON AVE.	WALDORF-ASTORIA THE WEST FOYER
	Guro will present a showing of summer coiffures featuring a June wedding with hair styles for each member of the wedding party. Fashions by The Tailored Woman. By invitation only. Publicity: Nona James, VO. 5-3440.		
Wednesday May 15 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION	HATTIE CARNEGIE	WALDORF-ASTORIA STARLIGHT ROOF
	Luncheon showing of fashions by Hattie Carnegie at the Starlight Roof of the Waldorf. Open to public. Press by invitation. For reservations, contact "Frank", Sert Room headwaiter. Waldorf Publ.: Ted Saucier, EL. 5-3000.		
Wednesday May 15- May 17	ANNUAL TOILET GOODS CONVENTION	TOILET GOODS ASSN. 9 ROCKEFELLER PLAZA	WALDORF-ASTORIA
	Details about the program will be announced later. Open to trade. Contact: Toilet Goods Convention Committee, Room 630, Chrysler Bldg., New York 17.		
Monday May 20- May 25	NATIONAL COTTON WEEK PROMOTION CAMPAIGN	THE COTTON-TEXTILE INSTITUTE	THROUGHOUT THE COUNTRY
	"Cotton is Back!" is the slogan for this year's Cotton Week, proclaiming The Cotton Textile Institute's "honorable discharge" from further war effort. Stores will plan merchandise presentations built around new cotton products for the years ahead. There will be cotton carnivals and similar social events again after their lapse since Pearl Harbor. Contact: WO. 2-0270.		
Tuesday May 21 5:00 P.M. Cocktails	PRESS PREVIEW OF BON MOUTON COATS	OUTSTANDING FUR DESIGNERS	WALDORF-ASTORIA ASTOR GALLERY
	Outstanding fur designers will present Bon Mouton custom-made coats at a cocktail fashion show. Attendance by invitation only. Publicity: Martha Percille, Abbott Kimball Co., PL. 3-9600.		
Wednesday May 22 1:00 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOWING	DEIN-BACHER OF THE WALDORF	WALDORF-ASTORIA STARLIGHT ROOF
	Presentation of Dein-Bacher's furs during luncheon, the last of the Wednesday Luncheon Fashion Shows at the Waldorf for the current season. Open to public. Press by invitation. For reservations, contact "Frank", Sert Room headwaiter. Waldorf Publicity: Ted Saucier, EL. 5-3000.		

MUSIC...THEATRES...MOVIES...NIGHT SPOTS

Saturday March 30 — PREMIERE: "KITTY" (Movie) RIVOLI THEATRE, B'WAY & 49TH STREET
An elaborate and exciting Paramount comedy in the costume setting of London in the 1780's, co-starring Paulette Goddard and Ray Milland, with Cecil Kellaway, Sara Allgood, Reginald Owen, and others. Based on a novel by Rosamond Marshall, it concerns the rise of a London waif to one of the great ladies of her day as a result of having been selected as a model for a painting by Sir Thomas Gainsborough. Director: Mitchell Leison. Producer: Karl Tunberg. Costumes: Raoul de Pene. Publicity: Aileen St. John Brenon, BR. 9-8700.

Wednesday April 3 — PREMIERE: "DEADLINE AT DAWN" (Movie) PALACE THEATRE, B'WAY & 47TH STREET
RKO Radio Picture, based on novel by William Irish, with Susan Hayward, Paul Lukas, and Bill Williams. Producer: Adrian Scott. Director: Harold Clurman. Costumes: Renie. Publicity: Rutgers Neilson, CO. 5-6500.

Thursday April 4-May 12 — OPENING: RINGLING BROTHERS CIRCUS MADISON SQUARE GARDEN, 8TH AVE. & 49TH ST.
Ringling Bros. and Barnum & Bailey Circus, with two performances daily, at 2:30 P.M. and 8:30 P.M. Tickets: $1.20-$5.50, including tax. Contact: Madison Square Garden, Box 6B, CO. 5-6800.

Friday April 5 — PREMIERE: "DEVOTION" (Movie) STRAND THEATRE, B'WAY & 47TH STREET
Warner Brothers - First National movie, based on the life of the Bronte sisters, and featuring Ida Lupino, Paul Henreid, Olivia de Havilland, Arthur Kennedy, and Nancy Coleman. Director: Curtis Bernhardt. Producer: Robert Buckner. Costumes: Milo Anderson. Publicity: Eve Siegel, CI. 6-1000.

Sunday April 7 — GALA OPENING: HUROK'S BALLET THEATRE, METROPOLITAN OPERA HOUSE, B'WAY AT 39TH
Program for the first week of the 3-week Ballet Theatre Season is as follows:
Sun. Eve. April 7--LES SYLPHIDES, ON STAGE, PAS DE DEUX, BLUEBEARD
Mon. Eve. April 8--GRAZIANA, UNDERTOW, SPECTRE DE LA ROSE, FANCY FREE
Tues. Eve. April 9--ROMEO & JULIET, INTERPLAY, PAS DE DEUX, ON STAGE
Wed. Eve. April 10--SWAN LAKE, FAIR AT SOROCHINSK, PAS DE QUATRE
Thurs.Eve. April 11--GRAZIANA, FIREBIRD, APOLLO, INTERPLAY
Fri. Eve. April 12--GISELLE, JUDGMENT OF PARIS, GALA PERFORMANCE
Sat. Mat. April 13--PETER & THE WOLF, GIFT OF MAGI, SPECTRE, FANCY FREE
Sat. Eve. April 13--FIREBIRD, LILAC GARDEN, ON STAGE, FAIR AT SOROCHINSK
Tickets: $1.20--$3.60 (including tax). Publicity: Barry Hyams or Ruth Goode, PL. 3-0820.

Friday April 19 — PREMIERE: "THE KID FROM BROOKLYN" (Movie) ASTOR THEATRE, B'WAY AT 45TH ST.
Samuel Goldwyn's Technicolor RKO Radio release, starring Danny Kaye and Virginia Mayo, with Vera-Ellen, The Goldwyn Girls, Walter Abel, and Eve Arden. Shows Danny Kaye as a milkman who suddenly becomes a prize fighter. Director: Norman Z. McLeod. Costumes: Jean Louis. Publicity: Ben Washer, of Samuel Goldwyn, CO. 5-4482.

Saturday May 4-June 22 8:30 P.M. — OPENING: CARNEGIE "POP" CONCERTS CARNEGIE HALL, 7TH AVE. & 57TH STREET
Seven weeks' season of classical and popular music, with Artur Rodzinski, musical director of the New York Philharmonic-Symphony Orchestra, conducting the members of the orchestra for the first part of the program, and Walter Hendl, assistant conductor, the latter part. Tickets: $1.00 to $3.00, plus tax. Contact: Box Office, Carnegie Hall. Publicity: The Earl Ferris Company, Hope Associates Division, PL. 5-3100.